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- 30. (new) A card as in claim 24, wherein said plurality of craters are arranged in at least one triangular pattern.
  - 31. (new) A card as in claim 29, wherein said plurality of craters are arranged in at least one triangular pattern.
  - 32. (new) A card as in claim 24, wherein said tread is formed on a front of said card.
  - 33. (new) A card as in claim 24, wherein said tread is formed on a back of said card.
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### ***Remarks***

Upon entry of the foregoing amendment, claims 1-33 are pending in the application, with claims 1, 14, and 24 being the independent claims. New claims 14-33 are sought to be added. These changes are believed to introduce no new matter, and their entry is respectfully requested. In this regard, the Examiner is referred to, for example, page 9, lines 20-22, and FIG. 5D of the application as originally filed.

Based on the above amendment and the following Remarks, Applicants respectfully request that the examiner reconsider all outstanding objections and rejections and they be withdrawn.

### ***Rejections Under 35 U.S.C. § 103***

The Examiner has rejected claims 1-4 and 6-13 under 35 U.S.C. § 103 as being unpatentable over U.S. Patent No. 5,096,228 to Rinderknecht ("the '228 patent"). For at least the following reasons, Applicants respectfully submit that this rejection cannot be properly maintained.

Independent claim 1 requires a credit-card-sized card comprising a front, a back, and a tread comprising a plurality of raised dimples for improving the gripability of the card. Thus, according to claim 1, the gripability of the card is improved by the plurality of raised dimples. Contrary to the Examiner's assertions, the '228 patent does not disclose or suggest ***raised*** dimples for improving gripability. As discussed at column 4, lines 23-25 and shown in FIG. 7 of the '228 patent, the non-slip engaging or withdrawal means 16B is an impression received within the surface of the card. Thus, the '228 patent teaches an ***impression*** on the surface of the card to

be gripped, rather than a raised dimple as claimed. It appears that this embodiment also contains a slight protrusion on the surface of the card opposite the impression. Because this slight protrusion of the card in the '228 patent appears on the non-gripped side of the card, it does not improve the gripability of the card. Moreover, the '228 patent makes clear that the *impression* is the non-slip engaging or withdrawal means. col. 4, lines 23-25.

In contrast to the '228 patent, claim 1 requires a tread comprising a plurality of *raised* dimples for improving gripability. The engaging or withdrawal means taught in the '228 patent is an impression or a through bore. Thus, the mechanism for improving gripability required by claim 1—raised dimples—is not disclosed or suggested in the '228 patent. As a result, it is respectfully submitted that the Examiner has not established a *prima facie* case of obviousness with respect to claim 1. For at least the foregoing reasons, claim 1, and the more narrow claims depending therefrom, are patentable over the cited documents.

The Examiner has rejected claim 5 under 35 U.S.C. § 103 as being unpatentable over the '228 patent in view of U.S. Patent No. 4,443,027 to McNeely *et al.* ("the '027 patent"). For at least the reasons discussed above, the Examiner has not established a *prima facie* case of obviousness with respect to claim 1 from which claim 5 depends. Thus, it is respectfully submitted that the rejection of claim 5 under 35 U.S.C. § 103 cannot properly be maintained.

New independent claim 14 recites a credit-card-sized card comprising first and second faces, and a tread comprising a plurality of raised dimples disposed on the face of the card that comes into contact with a user to improve gripability. As described above, the '228 patent does not disclose or suggest raised dimples to improve gripability. Thus, it is respectfully submitted that new independent claim 14, and the more narrow claims depending therefrom, are patentable over the cited documents.

Finally, new independent claim 24 requires a credit-card-sized card comprising first and second faces, and a tread comprising a plurality of craters disposed on one of the faces. The craters comprise a lip raised slightly above the face and a center indented slightly into the face. The '228 patent does not disclose or suggest such a plurality of craters. Thus, it is respectfully submitted that new independent claim 24, and the more narrow claims depending therefrom, are patentable over the cited documents.

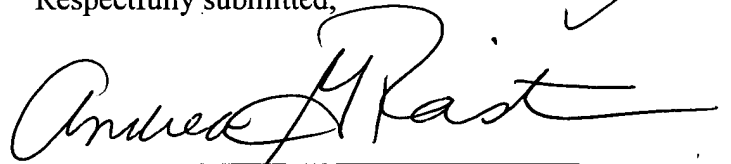
For at least the foregoing reasons, Applicants respectfully submit that the rejections under 35 U.S.C. § 103 cannot properly be maintained. Accordingly, Applicants respectfully submit that claims 1-33 as presented herein are in condition for allowance.

### *Conclusion*

All of the stated grounds of objection and rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider all presently outstanding objections and rejections and that they be withdrawn. Applicants believe that a full and complete response has been made to the outstanding Office Action and, as such, the present application is in condition for allowance. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Prompt and favorable consideration of this Amendment is respectfully requested.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Andrea G. Reister", with a long horizontal stroke extending to the right. A checkmark is visible above the signature.

Andrea G. Reister (Reg. No. 36,253)

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